1998 MARLBORO MILES REDEMPTION PROGRAM

18 markets/126 nights

ITEM	BUDGET	TOTALS	RATIONALE
LABOR:			
Market Managers	?		
Merchandisers	$141,120		126 events x 10 merchandisers x 14/hr x 8 hrs
Tax	$22,508		15.95%
TOTAL LABOR:		**$163,628**	
OPERATING EXPENSES			
Band Appearance Fees	$6,300,000		$50,000 x 126 events
DJ Appearance Fees	$252,000		$2,000 x 126 events
Catering Fees	$1,134,000		$18/head x 500 attendees x 126 events
Catering Staff	$220,500		includes staff, tables, linens, paper plates
Venue Overhead Fees	$630,000		house expenses
TOTAL OPER. EXPENSES:		**$8,536,500**	
CORPORATE ADMINISTRATION			
Phone/Fax/Copies	$27,342		$217/event x 126
Shipping/Overnights	$10,458		$83/event x 126
Printing/Misc.	$10,458		$83/event x 126
TOTAL ADMINISTRATION:		**$48,258**	
EVENT EXECUTIVE TRAVEL			
Air Fare	$180,000		$500/flight x 3 x 120 events
Hotel	$79,920		$222/night x 3 x 120 events
Rental Cars/Ground Transportation	$24,000		$200 x 120 events
Per diem	$27,000		$75/day x 3 x 120 events
TOTAL EVENT TRAVEL:		**$310,920**	
TOTAL OPERATING BUDGET		**$9,059,306**	
AGENCY MANAGEMENT FEE		**$1,096,176**	12.1%
TOTAL MILES REDEMPTION BUDGET		**$10,155,482**	

Additional:
Promotional CD
Promotional Bar Signage Materials
Stage Signage Materials

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Source: https://www.industrydocuments.ucsf.edu/docs/lqhn0004